Ideation Phase – Define the Problem Statement

Project Name: LearnHub
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🎯 Step 1: Identify the Core Problem

What real-world challenge is your team trying to solve?

Many students across the globe lack access to affordable, high-quality, and flexible education platforms. Traditional online learning systems are often costly, fragmented, or fail to support diverse needs such as multilingual content and instructor-led customization. In parallel, independent educators lack a centralized platform to build, deliver, and monetize their courses effectively.

🔍 Step 2: Research Evidence or Data

Support your problem with real or hypothetical evidence.

- 70% of students in Tier-2/Tier-3 cities report poor access to affordable learning resources

- Most existing platforms prioritize corporate/professional learning over foundational skills

- Independent educators often struggle with tech setup or marketing for their own courses

- Learners prefer platforms that are multilingual and accessible across devices

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❓ Step 3: Define the Problem Statement Clearly

Write one clear, focused, and measurable problem statement.

"There is a lack of a centralized, accessible, and affordable online learning platform that allows students to learn in their preferred language and empowers independent educators to create and deliver quality courses."

🧠 Step 4: Why Is This Problem Worth Solving?

Explain the significance and potential impact.

Solving this problem will democratize access to education, empower underserved learners, and create opportunities for educators to scale their impact globally. It will foster inclusive, skill-based learning that can adapt to regional needs and diverse educational goals.